

COMPLETE COUNT COMMITTEE CONFERENCE CALL
09/14/09
NOTES

GENERAL UPDATES

Emily provided the following up-date on the Web site: The Web site is up and running. We would love your feedback and any thoughts you have on the Web site. It's important to know that we would like this to serve as a clearinghouse for local complete count committees to utilize to find out information on what the Census Bureau is doing, what materials are available and when events will take place. Please encourage any Local Complete Count Committees that you know about to email us with their information. We got a number of positive media hits from our press release on the new site, please let Lori know if you want a personalized press release tailored to your area.

Emily: We have been talking with the Census Bureau about getting materials in Spanish for committee members to use. We have received the Fact sheets from the web site in Spanish and those will be uploaded this week. We hope to have presentations in Spanish and other materials shortly.

Emily emailed out a list of promotional materials each sub-committee proposed in their subcommittee plans. If you have not reviewed that list please do so and let me know if you have any additional requests or changes. I need to get that back to Josh.

LOCAL UPDATES

Rolla: John Petersen indicated that MST will create a CCC and will be creating materials targeted to student. There will be an upcoming meeting with the PR club. They have a meeting on the 23rd to discuss what the club can do. Emily asked about local CCC's strategies. John doing door hangers, having a Census car in St. Pat parade; have strong media support; PR at City Hall will also contribute.

St. Joseph: Brenda Shields indicated there was supposed to be a meeting on August 26th in St. Joe, but their Partnership Specialist did not show up. The meeting has been rescheduled and a training session is set for this week.

SE Missouri: Gerald Jones heard from Census bureau rep. There has been a meeting with mayor at Cape about the local office and the Census Bureau has started hiring for that area. Cape Girardeau does have a CCC.

Laurie Patton Glasson indicated Local Census Bureau offices were opening in Columbia, Northwest MO and South St. Louis (may be others)

Joplin: Adolfo indicated that he met with leaders from Joplin area and had census rep come and speak to group. Adolfo spoke on issue of Hispanic presentation. Adolfo asked Laurie if there is a Spanish-language presentation. Laurie said that should not be a problem. Emily stated that request for Spanish-language materials have been passed to Bonnie Johnson at Census Bureau. Matt – trying to get PSAs in

written format and audio format in Spanish. Will send Adolfo fact sheets in Spanish. Adolfo met with pastoral alliance; getting Hispanic pastors information; will forward to state CCC

CENSUS BUREAU UPDATE

Laurie Patton Glasson provided the update from the Census Bureau. Currently, the Census Bureau is busy working on the Census in Schools program. School districts have been really active in the process. The Census in Schools program serves dual purpose: educating children and a way to reach HTC parents; school districts have been active in getting Census in Schools into curriculum. There will be a dedicated week next spring.

There have been a lot of dedicated hours in the KC office working on partnership applications. Missouri has hundreds more apps than other states. Throughout the 6 state regions over \$2.2 million has been awarded and Missouri has seen 50-60 percent of those dollars. Our region used up our allocation long ago and have been getting money from other regions that have not been as active. Emily asked if we could anticipate additional funding for the partnership support program and Laurie indicated that there was a likelihood of additional funding. On another note, the Census Bureau has officially severed partnership with ACORN. Laurie indicated that some of this money could be used for special initiatives for the state i.e. a special project on seniors or a literacy initiative. Statewide CCC could apply for these funds under the special initiatives strategy. Most of those initiatives are brought forth by the region and the partnership specialists.

Matt also indicated that Bonnie Johnson from the Census Bureau has been assigned to work primarily on the Census in Schools initiative and to higher education outreach.

Anna and Josh are giving a presentation to the National Panhellenic Council and asked Laurie whether or not we had put together any packets yet. Laurie indicated that your local partnership specialist should be able to get you information. Emily also indicated that if you needed help deciding what information you wanted to include in your packet targeted towards your audience that she would be willing to help identify those needs. Anna asked that Josh initiate getting those packets together since she is out of town and that we need more printed materials.

Matt also thanked Laurie for facilitating acquiring the Hard to Count maps. He will bring those to the next Complete Count Committee to facilitate discussion. Also, if you would like a copy Emily had them in PDF form.

SUBCOMMITTEE UPDATES

Higher Ed Subcommittee

Jane Brown: The committee has a release for the media committee to review to and distribute to two – and four year schools the week before census. She has spoken to Tim Gallamore at the Department of Higher Education asking to speak at the next provost meeting. She wanted to know who the person on the Media subcommittee is that she should send the release to. Emily indicated that Josh the media

subcommittee chair would be the appropriate person to receive that information. Asked that the committee turn around the suggestions within 30-45 days. The focus on what the media subcommittee should do is to review the content and look for suggestions on how to present information. How can we implement it in different universities? Don Hicks from the Missouri Broadcasters Association indicated that they have a Missouri Broadcast Educators group, composed of those who supervise campus stations and suggested that we might be able to get in front of them to present on Census and how we can utilize their resources to help spread the message. Also this group has looked at social networking. Lori Simms will contact Don to get contact name for group. Don suggested using existing SM sites connected with campus. Anna suggested that that student leaders blog on census the week before. Ask each to do five updates during the week. Jane asked if there was any type of statewide list of student associations. Emily indicated that the higher ed committee would have to compile the list. The HE committee needs to start an open dialogue with the universities. Bonnie Johnson is working on special duties as it relates the universities. Anna also indicated we should reach out to elected student leadership. Harry Kennedy said he could reach out to community colleges on the STL side. Laurie will work on getting information on student associations. Anna indicated the issues with campuses is that kids don't understand and also indicated that foreign students need to fill out the form as well and we should get in touch with the association of foreign students. We also need a Myth Busters fact sheet and should include it in our presentations. Laurie said the Census Bureau would include that in the Speaker's Bureau training.

Community Based Subcommittee

Anna: The International Institute has an intern that begun putting together spreadsheets of organizations. We recently added the food bank system, Caring Communities, MO Hospital Association and the American Legion to the list. Once the spreadsheet is compiled, we will subdivide the network coordinative bodies (not all the members) among us and we will make contact with them, finding out if they have newsletters or other forms of communicating with their members, upcoming meetings and the like. We will share that info among ourselves and with the media committee so that we can get the coordinative bodies the information they need for their members. Wells Fargo hosting mtg with social service agencies Oct 12. Opportunity to share information and gather input. Josh and Anna will discuss and develop message for meeting. Provided article for Head Start newsletter.

Government

Started outreach to state departments to gather input on ideas for outreach to their networks. Have talked with DHSS, DSS and MoDOT. Matt gave a presentation to the Missouri Democratic Caucus at the end of July and we are still trying to work with the Republican Caucus to make similar presentations. In addition, Emily is creating a spreadsheet of other associations for local communities to reach out to. Emily will send that around the Government subcommittee shortly and ask that we split the outreach up among the committee members. We have produced a newsletter article for the Missouri Association of Counties and will also present at their conference in Tan-Tar-A on November 23rd.

Census in Schools

Katina has tried to contact the national Census in Schools to obtain the packet that has been sent out. Committee members are asked to let Katina know if they come across school districts that need additional support.

Media

The Media subcommittee voted on a tagline and the State of Missouri's Information Technology Services Division will work on a graphic. The tagline is: "Everyone Counts. Get Counted!" Josh is also working on a budget for radio and TV spots. What is going to happen on census side of media? Josh spoke with Dennis Johnson who says CB will saturate media, including small minority media outlets.

DraftFCB – information on how to register should be distributed to all press in the state. Lori Simms indicated we should consider getting on the schedule of the MO Press Association Annual Meeting. It is generally held in the fall. Lori Simms will look up the meeting dates.

Who is contact for press releases? Issue not resolved on this call. Laurie said the Census Bureau is talking about letting the local partnership specialist do their own press, but right now that goes to the main office in KC. Lori Simms is the press contact for the Statewide CCC.

Josh is also trying to gather financial information on how much it costs to put inserts in utility bills and robo calls.

A conversation ensued on the best way to reach HTC groups. Many thought radio was the most important venue; Josh did not think this would reach the transient, impoverished or those in the city. We discussed a regional strategy and agreed that Laurie and Josh would hash out issues on broadcast.

Speaker's Bureau

Emily is trying to arrange to have the Speaker's Bureau Training via telepresence. There are rooms on the campuses at Kansas City, Rolla, STL and Columbia. If she cannot work out the logistics, we will extend the October 19th meeting by 1 hour and have the Census Bureau training from 1-3.

Additional thoughts or comments

Anna reiterated using tourism-related networks – Missouri Association of Associations, Hotel/Motel, Restaurants etc and Emily indicated that she would remind Elizabeth Birks, chair of Business subcommittee to include in her plan.

Katina reminded group to turn in information on targeted non sheltered outdoor locations; places where homeless may live (tents, underpasses, parking lots)

Jerry Dowell, Chair, Faith-Based Subcommittee and Elizabeth Birks, Chair, Business Subcommittee were not present to provide an update on their committees work.

Next Meeting: October 19th 10 – 2. More information to follow regarding Speaker's Bureau.